

**“ Analysis of Marketing Mix to the Purchasing Decision of Tofu
at UD. Jati Makmur in Lumajang Regency ”**

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ABSTRACT

This research is located in UD. Jati Makmur in Lumajang. The purpose of this research are (1) To find out and analyze the spontaneous effect of product, price, promotion and place variable to the purchasing decision of tofu at UD. Jati Makmur in Lumajang Regency (2) To find out and analyze the partial effect of product, price, promotion and place variable to the purchasing decision of tofu at UD. Jati Makmur in Lumajang Regency (3) To find out and analyze the most dominant marketing mix variable to the tofu purchasing decision at UD. Jati Makmur in Lumajang Regency. The analysis technique used in the research is multiple linear regression. From the test result, it can be concluded that: (1) Partially the product variable has significant effect to the purchasing decision, while price, promotion and place variable do not have significant effect to the purchasing decision. (2) Spontaneously the product, price, promotion and place has significant effect to the purchasing decision. (3) The most dominant variable that influence the purchasing decision is product variable.

Keywords: *Marketing Mix, Purchasing decision, Tofu*

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